

VitalCAST™

Digital Menu Boards



Digital Signage Uses

- Promote New Products
- Highlight Combos and High Margin Items
- Switch Daypart Menus Automatically
- Enhance Branding Efforts

Advantages

- Configure any combination of horizontal and vertical displays
- Control menu prices and promote new products for any restaurant from one central location
- Encourage impulse purchases at point of sale via eye-catching graphics
- Overcome space and item change limitations of standard backlit boards
- Easily incorporate into new builds or retro-fit into existing restaurants



Delivering Business Communication Vitals

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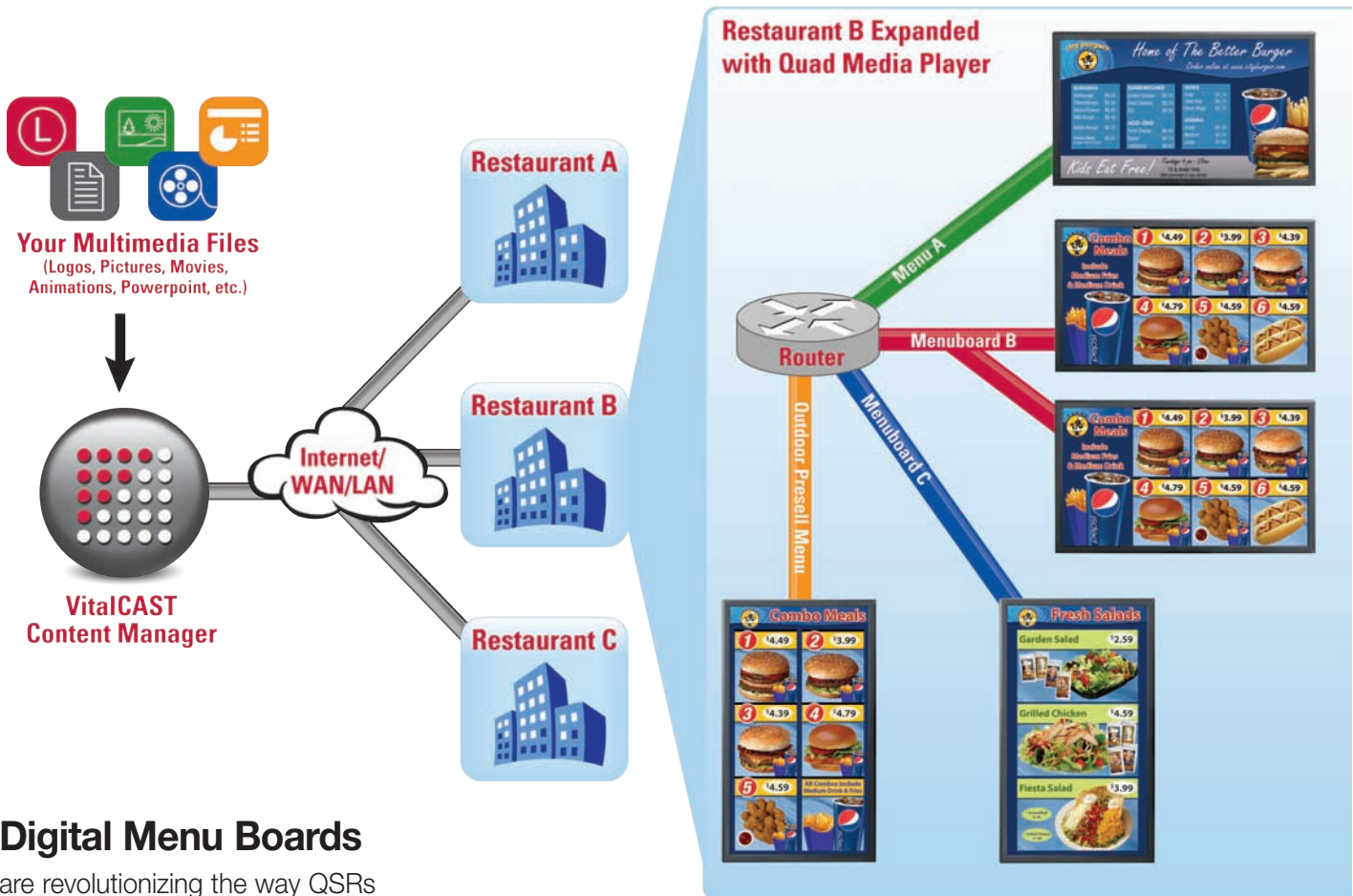
- Dayparted Menus
- Animated combo features
- New items and special products
- Upsell / cross-sell messages
- Branding

Texas Digital's VitalCAST is a state-of-the-art digital menu board solution that brings excitement to your restaurant merchandising. Captivating, dynamic menus command attention and increase sales. Menu boards can be customized, changed and updated in near real time with flawless execution.



VitalCAST features an easy-to-use, scalable platform that allows you to manage displays in multiple locations, from across town to the other side of the world, all from one central workstation.

VitalCAST at a Glance



Digital Menu Boards

are revolutionizing the way QSRs communicate with their customers. Instead of traditional backlit boards that require employees to slide plastic inserts on tracks and manually rotate breakfast and lunch menus every day, restaurant operators can now use digital menu boards to change menus, schedule dayparts, adjust prices and deliver important marketing messages locally or from a remote location.

QSRs know that a menu's visual appeal results in more sales and, as a result, have included many more pictures on their menu boards. With the advent of cost-effective digital

menu boards, restaurateurs can now greet customers with eye-catching dynamic content, which results in sales lift and more repeat business.

User Friendly

VitalCAST Wizards with drag and drop interfaces make your digital menu boards easy to configure and manage. Adding or changing menu content is as easy as a few clicks of the mouse.

VitalCAST can be hosted on your existing network or Texas Digital can host the solution for you.

POS Compatibility

VitalCAST interfaces with 95% of QSR POS systems available, making it simple to automatically and consistently update pricing on your menu boards by store, city, region, etc.

Reliability

Because menus are your lifeblood, VitalCAST has the ability to tap into a pre-determined fail-over matrix to shift one menu's content onto other displays in the event that one of your screens fails for any reason.

5 Simple Steps to Dynamic Digital Signage

1. Add your media files

Combine video or live television with photos, scrolling messages, news feeds and more— all on the same screen!

Images

.gif, .jpg, .jpeg, .png, .tif,
.bmp

Video/Animation

.mpg, .mpeg, .wmv, .avi,
.swf, .mov, .qt, .asf, .gif

Video

TV*, Cable*, Satellite*, DVD,
VCR

Additional File Formats

RSS Feeds
Web sites (.htm, .html)
Adobe Acrobat[†] (.pdf),
Microsoft Powerpoint[†] (.ppt)

*Tuner card must be purchased from
Texas Digital

[†] File conversion required

2. Create a layout

Separate the screen into partitions to show multiple content on one screen or choose full screen for the “TV channel” look.

3. Add media to the layout

Drag and drop your media files as you like to keep your displays looking fresh and exciting.

4. Assign a schedule

A few clicks of the mouse schedules your content plan to various displays by time of day or day of the week. Schedule content for up to one year in advance.

5. Update your displays

One more mouse click updates all the displays in your network and you're done!



Custom Layout Control

Instead of limiting you to pre-defined screen layouts, VitalCAST's Template Wizard lets you design any layout, up to nine partitions per screen, to maximize your customization.

Plus, displays can be configured in any combination of horizontal and vertical orientations to accommodate menu boards, pre-sell displays and more.

Choose a packaged configuration



Single Menu

- One Commercial-Grade LCD Screen
- Applicable Media Player(s)
- Landscape or Portrait Orientation
- Mounting Bracket
- VitalCAST™ Content Manager
- One Media Player License



Double Menu

- Two Commercial-Grade LCD Screens
- Applicable Media Player(s)
- Landscape or Portrait Orientation (Any Combination)
- Mounting Brackets
- VitalCAST™ Content Manager
- Two Media Player Licenses
- One Router



Triple Menu

- Three Commercial-Grade LCD Screens
- Applicable Media Player(s)
- Landscape or Portrait Orientation (Any Combination)
- Mounting Brackets
- VitalCAST™ Content Manager
- Three Media Player Licenses
- One Router



Quad Menu

- Four Commercial-Grade LCD Screens
- Applicable Media Player(s)
- Landscape or Portrait Orientation (Any Combination)
- Mounting Brackets
- VitalCAST™ Content Manager
- Four Media Player Licenses
- One Router

or let us customize a solution for you

**New Construction • Remodels • Hybrid Static & Digital Solutions
Single or Multi-Location Restaurants**



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Want to take it outside?

The Hybri360 Outdoor Digital Menu Board combines digital screens with traditional rotating back-lit panels for maximum flexibility and merchandising impact. The Hybri360 can also display real-time order confirmation.

